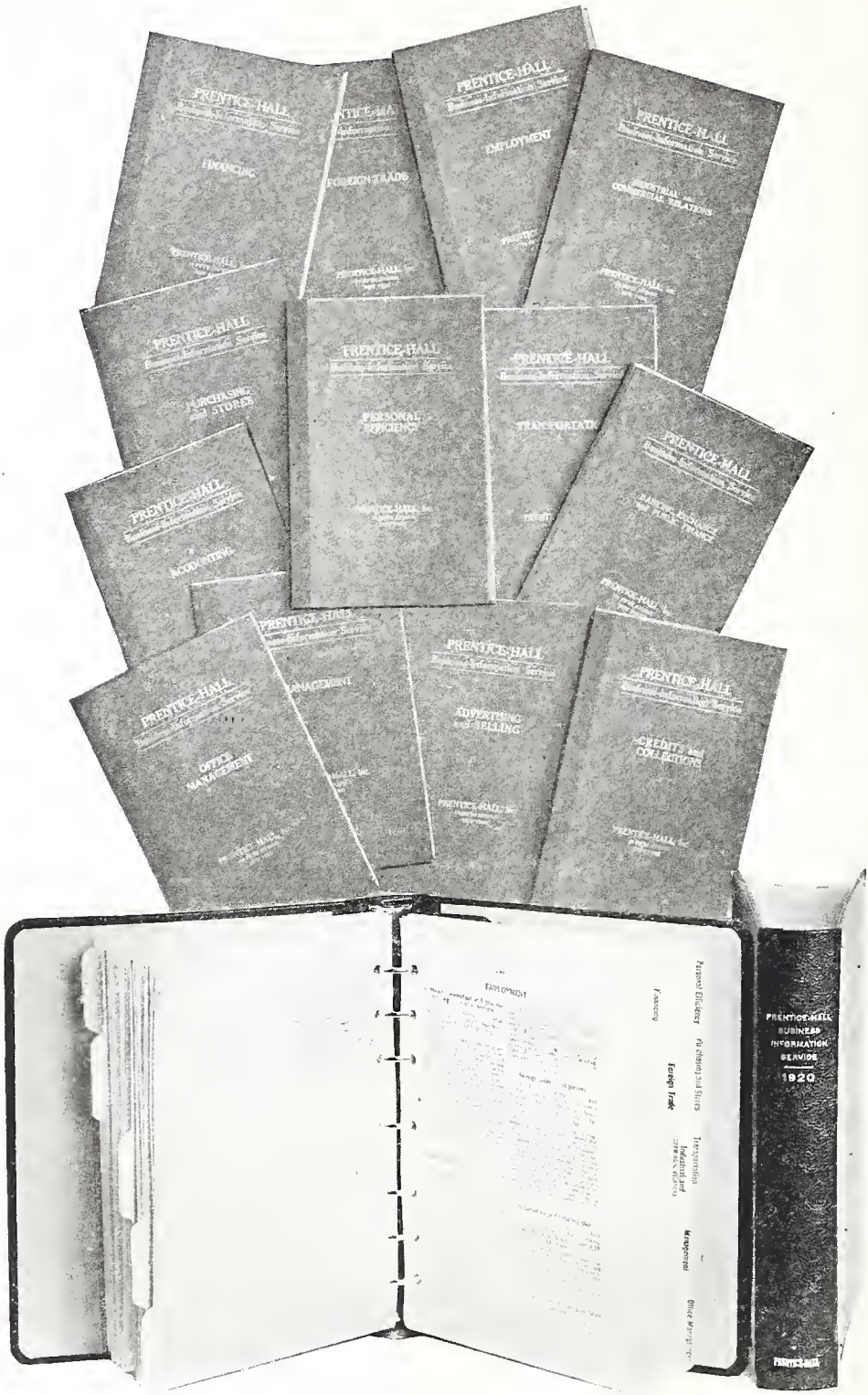
PRENTICE-HALL

BUSINESS INFORMATION SERVICE

# BUSINESS IDEAS

PRENTICE-HALL, Inc.
70 FIFTH AVENUE, NEW YORK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FINANCING
FOREIGN TRADE
EMPLOYMENT
INDUSTRIAL and COMMERCIAL RELATIONS
PURCHASING for STORES
PERSONAL EFFICIENCY
TRADE PORTABLE
MANAGEMENT
OFFICE MANAGEMENT
ADVERTISING and SELLING
CREDITS and COLLECTIONS
Personal Efficiency
Purchasing for Stores
Foreign Trade
Management
Office Management
PRENTICE-HALL BUSINESS INFORMATION SERVICE
1920

# PRENTICE-HALL
## BUSINESS INFORMATION SERVICE
## *BUSINESS IDEAS*

A single good business idea may be worth a fortune. What might be the value of ten thousand good business ideas?

How many good business ideas have you overlooked or forgotten during the past year—hundred-dollar ideas, thousand-dollar ideas, million-dollar ideas? You never make a dollar without a dollar idea or a million dollars without a million-dollar idea. In other words, ideas are the life of business—**ideas are money.** You take good care of your cash; you know where it is and draw upon it as you need it—but where do you bank your ideas?

### A Storehouse of Business Ideas

The Prentice-Hall Business Information Service is carefully and scientifically designed as a means of collecting, preserving and applying all good business ideas. It insures you, week by week, a condensed, classified and indexed summary of every good business idea that finds its way into print.

It **collects** all current business books, magazines, trade journals, house organs, government bulletins and reports, proceedings of conventions, and miscellaneous publications of importance; **condenses** their best ideas into convenient form; **classifies** them by business departments and sub-departments, identified by title, key number and paragraph number; **files** them in a loose-leaf binder with separate sections for each business department; and **indexes** every idea in a cumulative index, revised periodically. Blank memorandum sheets may be inserted, for notations of your own ideas or plans for using the ideas published in the Service. Thus the Service becomes a storehouse of priceless information upon which you can draw at any time —your bank of business ideas.

Whenever you have a business problem, you can turn to the exhaustive, periodically revised indexes and locate instantly all of the ideas, plans and methods in the Service applicable to your specific problem.

## Energizing Your Organization

You will find that many of the ideas contained in the Service appeal to you directly. You will bring them up in conference, and they will be incorporated in the policies and standard practice instructions of your organization. But you want to do more than this. Energize your organization. Keep its members marching in the van of business progress. You can't afford to drag them along. You want your department heads and their assistants—every man and woman in a place of responsibility—to get the **direct** benefit of this Service, to catch the business spirit of the times, to know definitely the methods that save or make the most money in other businesses and to adopt these methods in your own business.

## Two Complete Sets of the Service

The Service, therefore, is supplied in duplicate; one set for your executive office, and one set for distribution to your department heads and their assistants.

With the set which is intended for the executive office you will receive a loose-leaf ring binder, divided into sections under the titles Accounting; Advertising and Selling; Banking, Exchange and Public Finance; Credits and Collections; Employment; Financing; Foreign Trade; Industrial and Commercial Relations; Management; Office Management; Personal Efficiency; Purchasing and Stores; and Transportation.

With the set which is intended for distribution you will receive thirteen folders—one for each section of the Service. These you will give to your department heads.

## Practical Use of the Service

Each week, when an installment of the Service arrives, one set of sheets will be filed in your binder and the other will be distributed to the various departments, where the ideas will receive the attention, criticisms and constructive suggestions of the men who are actively employed in the field to which they relate. Many of the suggestions or plans will be so obviously practicable that they can be adopted instantly; others may be developed and discussed in conference.

With the aid of the Service, therefore, you will not only be able to keep in touch with the outside world of business but you will also be able to keep in touch more closely with your own business. You might, for example, send with the sections of the Service distributed occasional memorandums directing attention especially to certain ideas; or you might require reports as to what ideas seem worth considering and as to how the present practice compares with that suggested in the Service. You can by some such means as this help each executive to develop the best that is in him, to your own

profit as well as his. The money-saving, time-saving, labor-saving, business-building ideas that will flow into your organization through the channel of this Service will prove the salvation of many an employee who had needed only this aid to his imagination to develop his power.

## Information About Business

The information primarily supplied by the Prentice-Hall Service is **information about business**—not information about business literature, although the latter is given as well. In other words, you get the business ideas themselves—highly condensed, easy to comprehend, the wheat separated from the chaff. Our editorial staff—each member a business specialist—appraises the articles from the standpoint of novelty, practical value, applicability, and the like. The most important articles are condensed; others are listed with brief descriptions of their nature and source. It would be a physical impossibility for any business man to read one tenth of the publications covered by the Service. And there is no need of your doing so, because for practical purposes, all you want to know about most book and magazine articles is, simply, "the gist of it." The basic business idea, condensed into a few sentences, paragraphs or pages, is all you need except in special cases.

## Special Features of the Service

In special cases, however, you will want to read the complete book or article. In such a case, you simply mail us a card requesting the loan of the book, or a copy of the magazine article. You may read the book and return it; or if you wish to keep it, you may do so, and we will charge it to your account. Magazines and other similar material cannot be loaned, but will be supplied to you at cost, the magazine being sent if procurable; otherwise we will send you a copy of the article.

## Consultation Service Free to Subscribers

In addition to these valuable features of the Service, a Research Department is maintained by Prentice-Hall which will gladly answer any ordinary questions of our subscribers. If an exhaustive report is desired, the work will be competently undertaken on terms to be agreed upon.

## Ideas for Everybody

You don't have to be a specialist in business in order to get the benefit of the Service. You don't have to be in any particular line of business. The Service has ideas for everybody—selling and advertising ideas, financing ideas, employment and industrial relations ideas —ideas for everybody, from the president to the office boy.

## The Value of Business Ideas

Ideas are everything in business. You pay a man five, ten, fifty thousand dollars a year—why?

Because he has ideas.

How much is this Service worth—a Service of ideas?

How much is it worth to you, as an executive, if it gives you a broader view of business—a knowledge of the latest methods, improved practices, to apply in each department under your direction?

How much is it worth to you, as one who shares in the profits of the business, if it increases the efficiency of each department head, of each employee?

Will it increase the value of each minor employee by only a few dollars a year—a few cents a day?

Will it add a few hundred dollars to the value of a ten-thousand dollar department manager—give him a few more ideas?

If so, you will send for the Service, because it will quickly pay for itself—pay in dollars and cents.

You will send for it because you know that it will pay for itself not only once but a hundred or a thousand times over.

Its cost is $75 a year. Its value is incalculably more.

In your own interest, act in this matter at once. Mail the attached order blank now, while the matter is before you.

PRENTICE-HALL, Inc.
70 FIFTH AVENUE, NEW YORK

## USED BY LEADING FIRMS AND CORPORATIONS

Among the subscribers to the Service are the following well known firms and corporations:

Aetna Explosives Co.
Aitken Son & Co.
American Can Co.
American Column & Lumber Co.
American Express Co.
American Hard Rubber Co.
Bridgeport Brass Co.
Brunier Woolen Co., Inc.
Edward R. Burt & Co.
Cambria Steel
Harvey L. Chase & Co.
Chase Nat'l Bank
Computing-Tabulating-Recording Co.
The Cutler-Hammer Mfg. Co.
John Dunlap Sons
Equitable Life Assurance Society
Erie Railroad Co.
The Erie Tire & Rubber Co.
Evinrude Motor Co.
Exchange Trust Co.
The Federal Rubber Co.
Herbert F. French & Co.
Geneva Cutlery Co.
Gillette Safety Razor Co.
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Merrimac Chemical Co.
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Nat'l Newark & Essex Banking Co.
National Shawmut Bank
Rochester Chamber of Commerce
Northwestern Mutual Life Ins. Co.
Old Colony Trust Co.
Otis Elevator Co.
Patterson Teele and Dennis
The Philadelphia Record
Regal Shoe Co.
N. Y. Univ. School of Commerce
Steel Products Co.
United Shoe Machinery Corp.
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Westinghouse Elec. & Mfg. Co.
Winchester Repeating Arms Co.

### BUSINESS INFORMATION SERVICE

Date.....

Prentice-Hall, Inc.,
70 Fifth Avenue, New York City.

Gentlemen:

Kindly enter this order for your Business Information Service for the year 1920, for which we agree to remit $75.00 in full payment.

Firm.....

Individual.....

Street.....

City.....

State.....

Invoice to ☐ firm or ☐ individual. Check which.

# PRENTICE-HALL BUSINESS INFORMATION SERVICE

This is a **partial** list of the publications that we read for you. From them we obtain and condense their best business ideas; we classify the ideas for your use and file them by business departments. A cumulative index makes every idea instantly available.

Acceptance Bulletin
Accountant
Accounts Magazine
Ad Age
Advertising and Selling
Advertising Club News
Advertising World
Ambassador (The)
American Economic Review
American Exporter
American Exporter Monthly
American Industries
American Lumberman
American Machinist
American Magazine
American Printer
American Review of Reviews
American Silk Journal
American Statistical Assn.
Americas
Anglo-American Trade
Annalist
Armour Magazine (The)
Art Metal Service
Asia
Associated Advertising
Atlantic Monthly
Automotive Industries

Bank Notes
Banker and Manufacturer
Bankers Magazine
Bankers Monthly
Banking Law Journal
Better Business
Bond Buyer
Bookkeeper and Accountant
Bookman
Bradstreet's
Brush and Pail
Bulletin (The)
Burroughs Clearing House
Bush Magazine (The)
Business
Business Chat
Business Chronicle

Canadian Finance
Canadian Manufacturer
Center Punch (The)
Central Banner
Century
Chat
Chevrolet Review
Chicago Banker
Commerce and Finance
Commerce Club News
Commerce Monthly
Commerce Reports (Daily)
Com'l and Financial Chronicle
Commercial America
Commercial Bulletin
Commercial News
Commercial West
Credit Guide
Credit Men's Bulletin
Credit World
Creditman's Journal
Curtis Service

Dennison's Bulletin
Doorways
Dun's Review
DuPont Magazine

Economist
Economic World
Electrical Merchandising
Electrical Review
Elliott-Fisher Magazine
Employer (The)
Enthusiast (The)
Export Amer. Industries
Export Trade
Exp. and Imp. Journal
Exporters Review

Factory
Far Eastern Review
Federal Reserve Bulletin
Federal Trade Reporter
Filing
Finance and Industry
Financial Age
Financial America
Financial Statistician
Financier
Forbes Magazine
Foreign Trade Bulletin
Fur Trade Review
Furniture World (The)

Gas Record
General Fireproofing
Greater St. Louis
Gulf Marine Register

Harvester World (The)
Highway-Engineer and Contr
Highway Transportation
Houston

Industrial Management
Inland Printer
Inspection News Bulletin
Inter-America
Investment News
Investment Weekly
Iron Age

Journal of Accountancy
Jour. of Amer. Bankers' Ass'n
Journal of Commerce
Journal of Political Economy
Judicious Advertising

Levant Amer. Com'l Review
Literary Digest

Magazine of Wall Street
Mailbag
Manufacturers' Ass'n Bulletin
Manufacturers' News
Manufacturers' Record
Marine News
Marine Review
Merchant and Manufacturer
Mid-Continent Banker
Modern Methods
Monetary Times
Money and Commerce
Moody's Magazine
Motor World
Mutual Magazine (The)

Nat'l Acceptance Journal
National Clothier
National Office Journal
Nat'l Real Estate Journal
Nation's Business
New York Central Magazine
New York Commercial

Office Appliances
Open Shop Review
Outlook
100% Efficiency Magazine

Pacific Banker
Pacific Coast Com'l Traveler
Pacific Marine Review
Pacific Ports
Pan American Union
Personal Efficiency
Petroleum Age
Political Science Quarterly
Postage
Postage Stamp (The)
Poster
Printers' Ink
Printing Art
Providence Magazine
Publishers Weekly
Purchasing Agent

Quar. Jour. of Economics

Real Estate Record

Sabean (The)
Safety Engineering
Sales Manager
Salesmanship
Saturday Evening Post
Seattle Spirit
Selling Facts
Shipping
Southern Banker
Spanish Amer. Trade Jour.
Statist
Statler Salesmanship
Street
Successful Banking
Swedish-Amer. Trade Jour.
System
System (English)

Textile Recorder
Textile World Journal
Times
Traffic World
Trust Companies Magazine
Typothetae Bulletin

Voice of the Victor

Wall Street Journal
Weekly Export Bulletin
Western Banker
Western Insurance Review
Works Management
World's Market